




AGENDA ITEM SUMMARY

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Agenda Date	June 04, 2024
Requested Action	Consider a certificate of appropriateness for a post and panel sign located at 248 N Main Street (Real Fashion Boerne – Tony Dacy)
Contact Person	Sara Varvarigos, Planner II, Staff Liaison to the HLC (830) 248-1630, svarvarigos@boerne-tx.gov
Background Information	HLC case Number: 2024-06-005D
	Contribution/ Integrity: Located within the Historic District
	Related Case: N/A
	<p>BACKGROUND:</p> <p>The structure located at 248 N Main was built circa 1900 as a residence in a Victorian Folk architectural style. It has been used for commercial purposes since the 1970s .</p> <p>The request is to approve a new post and panel multi-tenant sign for several new businesses to be located at 248 N Main.</p> <p>Proposed Post and Panel Sign</p> <ul style="list-style-type: none"> • The proposed sign structure will feature a wood frame painted black. • The proposed sign faces will feature: <ul style="list-style-type: none"> ○ A primary rectangular sign face, measuring 72” by 27”, and three smaller tenant signs underneath, each measuring 8” by 20”. ○ The sign faces will be constructed of matte laminate aluminum. ○ The smaller signs are attached to the primary sign face with chain link. ○ The signs all feature a gray background with black lettering, which includes both serif and sans serif type of fonts. • The signs are not illuminated signs. <p>ANALYSIS AND KEY FINDINGS:</p> <ul style="list-style-type: none"> • The proposed sign design respects the size requirements for

	<p>post and panel designs located within the Historic District.</p> <ul style="list-style-type: none"> • The sign complies with the Historic District Guidelines for sign colors, which limit sign colors to 4 or less (including black and white). • The sign fonts are in a mixture of Serif and Sans Serif type styles, respecting the business’ brand logos, while also tying in with the Historic District design guidelines. • The signs are not illuminated signs. 										
Item Justification	<table border="0"> <tr> <td><input type="checkbox"/> Legal/Regulatory Obligation</td> <td><input type="checkbox"/> Infrastructure Investment</td> </tr> <tr> <td><input type="checkbox"/> Reduce Costs</td> <td><input checked="" type="checkbox"/> Customer Pull</td> </tr> <tr> <td><input type="checkbox"/> Increase Revenue</td> <td><input type="checkbox"/> Service Enhancement</td> </tr> <tr> <td><input type="checkbox"/> Mitigate Risk</td> <td><input type="checkbox"/> Process Efficiency</td> </tr> <tr> <td><input type="checkbox"/> Master Plan Recommendation</td> <td><input type="checkbox"/> Other:</td> </tr> </table>	<input type="checkbox"/> Legal/Regulatory Obligation	<input type="checkbox"/> Infrastructure Investment	<input type="checkbox"/> Reduce Costs	<input checked="" type="checkbox"/> Customer Pull	<input type="checkbox"/> Increase Revenue	<input type="checkbox"/> Service Enhancement	<input type="checkbox"/> Mitigate Risk	<input type="checkbox"/> Process Efficiency	<input type="checkbox"/> Master Plan Recommendation	<input type="checkbox"/> Other:
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Strategic Alignment											
Financial Considerations	N/A										
Citizen Input/Board Review	N/A										
Legal Review	N/A										
Alternative Options	N/A										
Supporting Documents	<p>Attachment 1- Location Map Attachment 2- Street View Attachment 3- Proposed Sign Design</p>										